

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Ukuran Perusahaan, Profitabilitas, Likuiditas dan Keputusan Investasi sebagai variabel bebas terhadap Nilai Perusahaan sebagai variabel terikat. Ukuran perusahaan diproksikan dengan *SIZE*, profitabilitas diproksikan dengan *ROE*, Likuiditas diproksikan dengan *CR* dan keputusan investasi diproksikan dengan *CPA/BVA* terhadap nilai perusahaan yang diproksikan dengan *PBV*. Dengan menggunakan sampel perusahaan transportasi yang terdaftar di BEI periode 2015-2020.

Jenis penelitian adalah penelitian kuantitatif. Populasi penelitian adalah perusahaan transportasi yang terdaftar di BEI. Teknik pengambilan sampel yaitu menggunakan metode purposive sampling didasarkan kriteria tertentu. Teknik analisis yang digunakan ialah statistik inferensial menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa ukuran perusahaan berpengaruh positif terhadap nilai perusahaan artinya kenaikan ukuran perusahaan menyebabkan perubahan yang bermakna terhadap nilai perusahaan, Profitabilitas berpengaruh negatif terhadap nilai perusahaan artinya profitabilitas mengalami penurunan tetapi nilai perusahaan meningkat, Likuiditas dan Keputusan Investasi tidak berpengaruh terhadap nilai perusahaan yang artinya perusahaan tidak memiliki pengaruh yang bermakna terhadap nilai perusahaan. Sebaliknya, jika perusahaan transportasi memperhatikan nilai *SIZE* dalam pengelolaan asetnya sehingga dapat meningkatkan ukuran perusahaan serta keyakinan investor untuk berinvestasi. Selain itu, perusahaan juga lebih memperhatikan nilai *ROE*, *CR* dan *CPA/BVA* karena hasil yang didapat baik, sehingga dijadikan tolak ukur keberhasilan perusahaan.

Kata Kunci: Ukuran Perusahaan, Profitabilitas, Likuiditas dan Keputusan Investasi.

ABSTRACT

This research aimed to examine the effect of independent variables of firm size, profitability, liquidity, and investment decision on the firm value as the dependent variable. Furthermore, the firm size was proxy with SIZE, profitability was proxy with ROE, Liquidity was proxy with CR and the investment decision was proxy with PBV. Moreover, the research sample used transportation companies listed on the IDX in the 2015-2020 period. This research was quantitative. Meanwhile, the research population was a transportation company listed on IDX. Moreover, the research sample collection technique used a purposive sampling method followed by the criteria given. On the other hand, the research analysis technique used inferential statistics with multiple linear regression analysis. The research result concluded that firm size had a positive effect on the firm value it meant that the increase of firm size cause the main change on the firm value, profitability had a negative effect on the firm value, which meant that profitability had decreased but the firm value increased, furthermore, liquidity and investment decision did not affect the firm value it meant the company did not have a significant influence on the firm value. On the other hand, if the transportation company pays attention to the SIZE value in managing its assets, it could increase the size of the company and investors' confidence to invest. In addition, the company also pays more attention to the value of ROE, CR, and CPA/BVA because the results obtained were good, so they were used as a benchmark for the company's success.

Keywords: firm size, profitability, liquidity, investment decision



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